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12 July 1965

MEMORANDUM FOR: Executive Director-Comptroller

SUBJECT : Public Relations Suggestion

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In compliance with your request of 8 July 1965 the following comments are made:

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1. [REDACTED] states he feels:

"that many intelligent and knowledgeable persons in increasing number do not understand the role of the CIA in our overall scheme of government."

"...since the Cuban incident, that persons who should have a layman's appreciation of the valuable efforts of the CIA are, in some cases, woefully uninformed about its purpose."

"Within the limits permitted by security"... [REDACTED] offers his services to the CIA, "to better acquaint industry management and professional people in general with the valuable role the CIA has in national security."

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2. [REDACTED] s view that industry management and professional people should be kept informed about the purposes of CIA "within the limits permitted by security" is sound and has been followed by the Agency over the years. Labor, management, industry, students -- the general public of the United States -- should know of the purposes of CIA.

3. Since the public debates in 1947 incident to the establishment of CIA, from the prior public discussions in 1945 and 1946 incident to the establishment of NIA, from the 1942-1943 publicity incident to the Office of Facts and Figures, the Coordinator of Information, the OWI and the OSS, millions of Americans have had an opportunity to learn of the need for and the establishment of a centralized intelligence organization -- the CIA.

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4. Efforts of Senators and Congressmen to have a "watch-dog" committee of the Congress to oversee CIA's activities, the findings of the Hoover Commission's inspection of CIA, the Doolittle Committee Report, have given millions of Americans some insight into CIA and its objectives.

5. Syndicated news stories by the ASSOCIATED PRESS, the UNITED PRESS, the NEW YORK TIMES, the NEW YORK HERALD TRIBUNE, stories in TIME, LIFE, LOOK, the PHILADELPHIA INQUIRER, CLEVELAND PRESS, HOUSTON NEWS, CHICAGO TRIBUNE, and others, have time and again given all Americans who read the Press an opportunity to learn of CIA and its objectives.

6. General Walter Bedell Smith, Allen W. Dulles, and John A. McCone have talked "off-the-record" to privately arranged meetings with bankers, industrialists and other management leaders.

7. Mr. Lyman Kirkpatrick, Jr. has spoken to groups of industrial leaders, in San Francisco, Detroit, Chicago and elsewhere. He has also addressed college students across the Nation, talked to groups of college deans brought to Washington, etc.

8. Mr. Robert Amory, as DDI, participated in seminars at Harvard on CIA and intelligence and from such affairs came the book by Ransom on CIA. There have been other books -- numbers of them -- re CIA. Allen Dulles' "The Craft of Intelligence" has had large circulation.

9. General Smith and Mr. Dulles gave talks to the Overseas Writers, on a not-for-attribution basis, and to selected groups of columnists, Washington bureau chiefs of press, radio, periodicals and TV, and in New York to the TIMES staff, the TIME-LIFE-FORTUNE staffs.

10. Mr. Dulles gave addresses -- public -- to many management groups and others, for example:

The Advertising Council, San Francisco
The Fairfax (Va.) Chamber of Commerce
Massachusetts Institute of Technology Seminar in Chicago
The Princeton Conference, Princeton University
Yale University
American Association Land Grant Colleges and State Universities
Pennsylvania Law Review Dinner
University of Cincinnati
Los Angeles World Affairs Council
California Institute of Technology
Mercer University
International Association of Chiefs of Police

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Columbia University
University of Chicago Law School
Virginia State Chamber of Commerce
Women's Forum on National Security
New England Governors Conference
Eison Electric Institute
Erie County Bar Association
National Strategy Seminar
National Association of Manufacturers
School of Foreign Service, Georgetown University
National Business Conference, Harvard Business School

I recite these instances to show some of the efforts that have been made along the lines [redacted] suggests.

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11. Mr. Dulles has been and still is criticized for his many public efforts on behalf of the Agency. Mr. McCone is praised for his few public utterances -- one at Catholic University.

12. The American public has a favorable impression of and a good knowledge of what the CIA is about according to a poll -- not publicized even within the Agency -- handled through Newsome Public Relations people.

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13. The CIA customers are the President, the NEC, State, Defense, and the Agency on the whole must remain silent and secret in public or it will be just another governmental unit, losing its unique privileges and thus its effectiveness; it must keep the leadership of Congress, particularly its parent, the Senate Armed Forces Committee, informed; it must do so good a job as to have the principal spokesman for it to be the President of the United States. CIA is part of the Executive Office of the White House. The President, from time to time, should speak well of the Agency, and the Press will follow. Talks such as [redacted] suggests, should be continued by the DCI, the DDCI, and other qualified CIA personnel, either off-the-record and not for attribution, but not for publicity or for the public record.

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14. As to whether [redacted] would be useful, as he suggests, is for others to determine.

SIGNED

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cc: DDCI
O/DCI/SJG:bak(12 July 65)
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